**IT Applications Unit 3, AOS 2, Organisations and Data Management**

Complete the following from Ch 3, Data Management Tools, p 87-97

**Data Collection, How is data acquired:**

1. Data collection by forms:
   1. Prior to online forms how was data collected?

Prior to the introduction of web-based database forms, when organisations collected data they tended to do this by asking customers to fill out paper forms.

* 1. What were the problems with this method of collection?

Two methods were used, one was manual validation where by the data was visually inspected – that is, the data-entry operator could go back and see if any mistakes had been made in copying the data. The other method of validation was machine validation in which the database would pick up certain types of errors, such as incorrect numbers entered for a postcode or certain boxes not filled in

1. **Direct data collection: Reasons why organisations acquire data via websites:**
   1. Describe four advantages or reasons why organisations directly acquire data from customers.
      * 1. Less Time to be collected.
        2. Fewer steps involved.
        3. Data directly put into databases.
        4. Less handling of the data.
   2. What is a potential problem with direct access?

Customers can input incorrect data (such as a false email address or a nonsensical name), but it won’t necessarily be picked up by electronic validation.

1. **Why individuals and organisations supply data by websites:,** p 91

Elaborate under each of the following:

* 1. Purchasing of goods and services
     1. Who is of most benefit of purchasing this way?

It is of most benefit to individuals who are housebound, such as the elderly or sick, or those with young children.

* + 1. What is meant by time-poor people?

Individuals who are time poor tend to order their groceries online rather than shop at a supermarket and wait in long queues.

* 1. Feedback
     1. What is the nature of feedback sought?

Organisations want feedback from their customers. This feedback can be varied, but it might be about a particular program they have launched, their products or services.

* 1. Online voting

Voting is a method of expressing an opinion. This opinion may be sought by an organisation, a group or an individual. Traditionally, voting has been conducted using pen and paper and in some cases under the watchful eyes of scrutineers.

* 1. Social Networking

Social networking sites such as Myspace and Facebook have facilitated the way individuals communicate with their friends and family. Rather than meeting face to face in a physical place.

1. **Techniques used by organisations to acquire data on websites and reasons for their choice**, p 95
   1. Explain the nature of PHP.

Stands for hypertext pre-processor. Dynamic webpage content requires PHP code to be run and executed by the PHP runtime. PHP is very versatile, as it can operate on many web servers, operating systems and platforms, and can be used with any relational database management systems. PHP is also available free of charge.

* 1. What is a dynamic webpage?

Is one that changes as requested by the user. Dynamic webpages provide more flexibility than just looking at text and images. It provides for an interactive experience. One common example is Google Earth, in which the user inputs the location and then the webpages returns the results with the image. The user then can scroll left or right to view other houses as well as zoom in.

* 1. Give examples of dynamic webpages.

Google Earth and Google Maps.

* 1. Explain the nature of ASP.

Stands for active server pages. Asp.net is a web application tool that assists in building dynamic webpages.

* 1. How does JavaScript differ from PHP and ASP?

Javascript is client side whereas PHP and ASP is server side.

* 1. Back-end tools
     1. what type of information is sought by back end tools such as cPanel and Google Analytics.

Organisations want statistics on who visits their website. They want to know which browsers were used to visit their site, what information was commonly searched for, the location of the visitors – whether they were from overseas or local – how long they stated on the website and the websites they came from.

* 1. Cookies
     1. Describe the nature of a cookie.

A cookie is a small file that a web server stores on the user’s computer.

* + 1. What information does a cookie typically contain?

Typically contain data about the user, such as the user’s email address and web-viewing preferences.

* + 1. How can cookies be misused?

They can be misused as spyware.

* + 1. What is spyware?

A file that collects smalls amounts of information about users without their knowledge. Typically spyware is hidden from users, ad discreetly installed on the user’s computer without their knowledge.

**Techniques used by organisations to protect the rights of individuals and organisations supplying data**, p 96.

**Security protocols**

1. Describe the nature of TLS and SSL

Transport layer security (TLS) and its predecessor, secure socket layer (SSL) are protocols used to provide security for communications on the internet.

1. What is the role of HTTPS software?

Often, some websites start with HTTPS rather than HTTP. HTTPS stand for hypertext transfer protocol secure, which is a combination of HTTP and the SSL/TLS protocol. HTTPS provides encryption and security in terms of identification of the server.

1. Which port does HTTPS use? How does this compare to HTTP.

URLs using HTTPS begin with https:// and use port 443, whereas URLs using HTTP begin with http:// and use port 80. HTTP is not secure, thus allowing unauthorised people to access the data that is exchanged. HTTPS is designed to overcome this issue and is considered to be secure.

**Privacy Policies**

1. What is the role of privacy policies?

An organisation that collects data on individuals or other organisations usually has a privacy policy about how it uses the data collected and to whom it will disclose it. By law, privacy policies must be located on a company’s website so that they are easy to find.

1. What data must a privacy policy contain?

The policy must include details about what data is gathered and how it is used. As a consumer it is important for you to read privacy policies, because some organisation may use your personal details in way you might not expect.

**Shipping and returns policy**

1. What is the role of these policies?

Many organisations that sell goods and services online have a ‘shipping and returns policy’ to assist customers with how to proceed should the order not meet with their satisfaction.